

LOCAL MERCHANT TOLD TO ADVERTISE

(Continued From First Page)

satisfactory service to every customer. Merchants should know, rather than guess about the important facts of their business. They should control their business, their cash, their stock, and their help."

Commenting upon the importance of store organization, Mr. Roberts made the strong point that too many merchants are trying to do all the thinking and planning for their stores. He advised that responsibilities be divided. "Fixing responsibilities encourages co-operation among employees," he said. "Remember it is team work that wins in business just as it does in baseball."

An especially interesting topic discussed by Mr. Roberts was newspaper advertising. In this connection he said:

"Among the important things to which many merchants do not give sufficient attention because of the press of details is advertising, yet statistics show that hundreds of merchants have failed because of this neglect."

"Newspaper advertising travels far and wide. It is the medium through which the merchant gets his message to the people in their homes. Customers like to read their store news and general news together. The merchant who fills his ads with store news and interesting information about the goods he carries is sure to win the favorable attention of the reader. Ask any merchant who has the strongest competitors and he will tell you 'most without exception, the names of stores doing the greatest amount of advertising'."

"Unfortunately many merchants are of the opinion that it is necessary to exaggerate to get the attention of prospective buyers. This is not true. Of course flaming headlines like 'The Greatest Values Ever Offered' will attract attention, but used too frequently soon will destroy confidence in advertising. It is sufficient to state facts. If you have an exceptional bargain, say so, but tell the truth about the goods."

Mr. Roberts said it is foolish to spend a few dollars in advertising, and then say that advertising doesn't pay. "It does pay," he said, "as is attested by thousands of merchants who have become successful through its use."

In connection with a remarkable moving picture on the subject of advertising, Mr. Roberts strongly urged that those who write copy for newspaper ads adhere closely to these three rules—simple words, short sentences, few ideas. "Big words, and involved sentences will not be read," the speaker said. Newspaper advertising is simply salesmanship in print. It permits the merchant to talk to the customer in the home." How too many kinds of type and the over arrangement of type may ruin an ad was shown in some clever pictures.

Referring to window displays, the speaker said, "Other forms of advertising are good, of course. But it is just as wasteful for a merchant to try them and neglect his windows as it is for the farmer to rent land of a neighbor and allow his own to grow up in weeds."

No where in advertising will a little money go so far."

The pictures and lecture on personal selling were of especial interest. The right and wrong ways to sell and to serve were pointed out. "Newspaper advertising and displays are valuable aids to selling," the speaker said, "but there is absolutely no substitute for personal salesmanship. Nor is there any limit to the earning capacity of successful salespeople. Wide awake merchants realize the value of their salespeople. They know that in the eyes of the customer, the sales person embodies the personality, policy and service of the store; also that the good will of the customer is based upon the treatment received at the counter."

In conclusion a two-reel story was shown of a merchant who turned from guess work to facts and made his business pay him the pleasure and profit that every man has a right to expect from work well done.

"The man who gets nothing out of retailing but hard work and worry, and a bare living, deserves our heartfelt sympathy," the speaker said. "His daily work is constant drudgery; at night it haunts him and in nine cases out of ten the cause of this worry is guess work. Guessing is gambling. The man who gambles, worries, and the man who worries can not hope to get all he should out of retailing."

MAY BIRTHS AND DEATHS

During May, 51 births and 27 deaths were reported in Medina county.

Births—Villages: Lodi 2, Medina 12, Wadsworth 16.

Deaths—Villages: Lodi 2, Medina 3, Wadsworth 4.

Births—Townships: Brunswick 1, Chatham 0, Granger 0, Guilford 3, Harrisville 1, Hinckley 0, Homer 1, Lafayette 1, Litchfield 1, Liverpool 3, Medina 1, Montville 1, Sharon 1, Spencer 3, Wadsworth 1, Westfield 2, York 1.

Deaths—Townships: Brunswick 0, Chatham 2, Granger 1, Guilford 0, Harrisville 2, Hinckley 1, Homer 0, Lafayette 3, Litchfield 0, Liverpool 0, Medina 1, Montville 2, Sharon 1, Spencer 3, Wadsworth 1, Westfield 0, York 0.

Causes of death were: Accidental death 1, arthritis deformans (joint disease) 2, cancer 2, cerebral hemorrhage 3, cerebro-spinal meningitis 1, congenital defects 1, diabetes mellitus 1, hardening of arteries 2, heart disease (all forms) 5, pneumonia (all forms) 2, prostatic enlargement 1, stillborn 1, suicide 2, tuberculosis 2, uremia 1.

ORDINANCE NO.

AGREEING TO PAY A PORTION OF THE COST AND EXPENSE BY THE VILLAGE OF THE IMPROVEMENT OF NORTH COURT STREET UNDER THE SUPERVISION OF THE STATE HIGHWAY COMMISSIONER.

WHEREAS, The State Highway Commissioner is considering the matter of the improvement under his supervision of the public highway known as Inter-County Highway No. 25, Main Market Road No. III; and

WHEREAS, North Court Street, within this village lies in whole along the line of said Inter-County Highway No. 25, M. M. No. III, said street or section of street being more particularly described as follows:

Beginning at the north end of the present brick pavement on the north line of Union Street on North Court Street in the Village of Medina, and running thence in a northerly direction in and along the line of the Cleveland-Woodstock Pike, I. C. H. No. 25, M. M. No. III, and North Court Street, to the north line of Medina corporation, being in Medina Village in all a distance of 1700 feet.

WHEREAS, it is proposed to extend said highway improvement into, within and through this village and along the aforesaid street or section of street, and

WHEREAS, Said Village of Medina is willing to pay EIGHT (8%) per cent. of the cost and expense of said improvement within its corporate limits and all the damages and compensation for land taken or affected thereby, Now, Therefore,

Be it Ordained, by the Council of the Village of Medina, State of Ohio: SECTION 1: That it is hereby agreed that EIGHT (8%) per cent. of the estimated cost and expense of said proposed improvement, to be made by and under the supervision of the State Highway Department of the State of Ohio, and all the damages and compensation for land taken or affected thereby, shall be paid by said Village.

SECTION 2: That the Clerk be, and he is hereby, directed to furnish to the State Highway Commissioner and to the Board of County Commissioners of Medina County, Ohio, a certified copy of this Ordinance immediately upon the taking effect thereof.

SECTION 3: That this Ordinance shall take effect and be in force from and after the earliest period allowed by law.

Passed: June 14, 1931.

Attest: W. P. Ainsworth, Clerk 432 H. H. HARTZOG, Mayor

AN ORDINANCE

approving the plat and subdivision of the south part of Out-Lot No. Nine (9) on the Medina Township side of the Village of Medina, Ohio.

Be it Ordained, by the Council of the Village of Medina, Ohio: SEC. I: That the plat and subdivision of the south part of Out-Lot No. Nine (9) on the Medina Township side of the Village of Medina, Ohio, as prepared and submitted by C.W. Pratt and bearing date of May 5th 1931 be and the same is hereby accepted and approved, and that the dedication of the strip of land seven feet in width of the south side of out-lot No. 9 and adjoining the north line of Homestead Street between North Court Street and North Broadway, for street purposes and as a part of and for the purpose of widening said Homestead Street between the points above named, be and the same is hereby accepted.

SEC. II: That this ordinance shall take effect and be in force from and after its passage and legal publication.

Passed June 14th 1931

Attest: W. P. Ainsworth, Clerk 432 H. H. HARTZOG, Mayor

Remson Corners

About 40 from Granger attended Flower Mission day at the County Home last Thursday, all enjoying the occasion very much.

John Spellman of Cleveland spent the week-end with friends and relatives here.

Ruth Crocker, who has been attending school at Kent is home for the summer.

The Loyal Workers will meet at the home of Mrs. John Kinton Friday night.

Paul Young and friend, Francis Taylor of O. S. U., spent a week with Ernest Young and family.

Mr. and Mrs. Steve Randall spent the week-end at the home of their son in Spencer and called on Mr. and Mrs. Lewis Hamlin and family.

About 25 attended the shower given in honor of Mrs. Park Crocker at the home of her parents last Saturday. She received many beautiful and useful gifts. A lap-luncheon was served.

The Loyal Gleaners will meet at the home of Mrs. Dana Miller in Bath Saturday night.

Mr. and Mrs. Elmer Holmden and Mr. and Mrs. Will Huntley spent Saturday and Sunday at J. O. Crocker's.

The W. C. T. U. will meet with Mrs. Electa Ruple, Saturday afternoon. The program is being prepared by Flower Mission superintendent Mrs. Addie Rockwood. Everybody invited to attend.

Mrs. John Duncan is spending several days in Cleveland and Ashtabula.

Mrs. and Mrs. Frank Chapman entertained Herman Chapman, Mrs. Myers, and Mrs. Wilker, all of Michigan, also Mrs. Whitman and Miss Chapman of Chatham, last Monday.

Grace Green of Wadsworth is making a two weeks' visit at Jesse Hayne's.

Ed. Davis and wife entertained the following Sunday: Mr. and Mrs. Geo. Huffman and Hazel Saunders of Akron, also Mr. and Mrs. Geo. Case and Mr. and Mrs. Edgar Wiley of Medina.

C. F. Mickel and wife, C. C. Mickel and wife, S. G. Brown and wife, also A. E. Mickel, attended the funeral of Geo. Towfret at Dover last Tuesday.

During the summer the store at Remson Corners will be closed Wednesday and Friday nights at six o'clock.

Hazel Jones who has typhoid fever is a very little better at this writing.

ORDINANCE

AGREEING TO PAY A PORTION OF THE COST AND EXPENSE BY THE VILLAGE OF THE IMPROVEMENT OF SOUTH COURT STREET UNDER THE SUPERVISION OF THE STATE HIGHWAY COMMISSIONER.

WHEREAS, The State Highway Commissioner is considering the matter of the improvement under his supervision of the public highway known as Inter-County Highway No. 25, Main Market Road No. III; and

WHEREAS, South Court Street, within this village lies in whole along the line of said Inter-County Highway No. 25, M. M. No. III, said street or section of street being more particularly described as follows:

Beginning at Station 172 plus 40 at the south corporation line of Medina Village on the Cleveland-Woodstock Pike, I. C. H. No. 25, M. M. No. III, and running thence in a northerly direction in and along the center line of the Cleveland-Woodstock Pike, I. C. H. No. 25, M. M. No. III, to Station 190 plus 75 at the south end of the present brick pavement, in Montville Township and Medina Village, in all a distance of 1825 feet or 347 feet, along South Court Street, and

WHEREAS, it is proposed to extend said highway improvement into, within and through this village and along the aforesaid street or section of street, and

WHEREAS, Said Village of Medina is willing to pay FIFTEEN (15%) per cent. of the cost and expense of said improvement within its corporate limits and all the damages and compensation for land taken or affected thereby, Now, Therefore,

Be it Ordained, by the Council of the Village of Medina, State of Ohio: SECTION 1: That it is hereby agreed that FIFTEEN (15%) per cent. of the estimated cost and expense of said proposed improvement to be made by and under the supervision of the State Highway Department of the State of Ohio, and all the damages and compensation for lands taken or affected thereby, shall be paid by said Village.

SECTION 2: That the Clerk be, and he is hereby, directed to furnish to the State Highway Commissioner and to the Board of County Commissioners of Medina County, Ohio, a certified copy of this Ordinance immediately upon the taking effect thereof.

SECTION 3: That this Ordinance shall take effect and be in force from and after the earliest period allowed by law.

Passed: June 14, 1931.

Attest: W. P. Ainsworth, Clerk 432 H. H. HARTZOG, Mayor

AN ORDINANCE

approving the plat and subdivision of Lots Nos. 163, 164, 165, 166, 171, 172, 173 and 174 on the Medina Township side of the Village of Medina, Ohio.

Be it Ordained, by the Council of the Village of Medina, Ohio: SEC. I: That the plat and subdivision of Lots Nos. 163, 164, 165, 166, 171, 172, 173 and 174 on the Medina Township side of the Village of Medina, Ohio, as prepared and submitted by H. C. Bradway and bearing date of May 6th 1931 be and the same is hereby accepted and approved, and that the dedication of West Homestead Street, Broadway Street, North Elmwood Ave. (extension) and North Huntington Street (extension) all as shown on said plat and subdivision be and the same are hereby accepted, provided however that said H. C. Bradway shall open and grade said Broadway Street at his own cost and expense.

SEC. II: That this ordinance shall be in force and effect from and after the earliest period allowed by law.

Passed June 14th 1931

Attest: W. P. Ainsworth, Clerk 432 H. H. HARTZOG, Mayor

Frank Chapman and wife, Archie Chapman and family, and Glen Chapman and family attended the Chapman reunion at Chippewa Lake last week.

Mr. and Mrs. Clyde Keitt of Akron spent the week-end with Mr. and Mrs. Chas. Case.

Frank Welton of Wooster spent Sunday at Mr. Rummels and Grant Welton's.

Miss Helen Hanson of Akron visited her parents Sunday.

Hinckley

Mr. Horace Waite of Oberlin and Miss Atlee Johnson of Hinckley were quietly married at their own home in Cleveland, Thursday, June 9. Their home was all furnished and ready to occupy and the marriage and wedding supper took place there. Mr. Herbert Waite and family of Oberlin and Mrs. George Johnson and family of Hinckley were the guests. The bride and groom have gone to Michigan on a week's vacation when they will return and Mr. Waite will take up his work in a Woodland avenue, Cleveland bank.

There will be a dance next Saturday night, June 18, at Hinckley town hall. Music by Cleveland orchestra.

Mrs. John Dunn of Philadelphia is spending some time at the home of Leslie Piero. Mr. Dunn is in Charity hospital, critically ill.

Charles Waldo called on friends the first of the week.

Mrs. Skeels of Cleveland is convalescing at the home of her cousin, Mrs. H. Cartwright.

Anson Waldo and Mrs. Ralph Pond of Cleveland, spent last Wednesday at Mr. Waldo's home.

All will be glad to know Miss Campbell and Miss Werner have been hired again to teach our school the coming year.

P. C. Waldo of this place, Charles Oakley and family of Medina, Blake Waldo and family of Mansfield, met at the home of Wayland Waldo Sunday to remind him of his birthday anniversary.

Charles Gibbs, Will Dague and Floyd Ganyard have gone to Texas on an excursion trip, looking up a future home.

Sunday, June 19, in the evening Rev. Searles will deliver the Macabee memorial sermon in the community church. Welcome everybody.

Charles Cady and wife were in Nottingham last week on business.

Mrs. Jennie Waite of Medina visited at the home of Mrs. Annette Waite for a few days.

Miss Mabel Riley finished one more year at Lorain, as school teacher. She has spent most of her time there for a number of years.

Hubert Waite of Oberlin spent Sunday at H. P. Riley's.

Erhart

Mr. and Mrs. Martin and family of Columbia spent Sunday evening with Mr. Charles Bauer's. Master Clyde Martin remained for a visit with his aunt.

Mr. and Mrs. Jacob Law left Friday morning for Dayton, by auto, to visit their son Edwin.

Mr. and Mrs. Wm. Swindeman and family of Elyria called on his uncle, B. B. Spith, Sunday.

Mrs. Charles Spith of Elyria is spending several days with her son, B. B. Spith.

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Arthur Haury of Elyria spent Sunday with his father and brothers.

Mr. and Mrs. Fred Armbruster and son spent Sunday in Medina.

Mrs. Rose Kalb and daughter Mary spent Thursday afternoon in Grafton.

Mr. and Mrs. Yost and daughter of Cleveland spent Sunday with the former's sister, Mrs. Kate Bauer.

Ed. Fries of Cleveland spent Sunday with his brother, Frank Fries.

Mrs. Tony Strittmatter returned home after spending several weeks in Cleveland.

Mrs. Anna Reece and family of Chippewa Lake spent the past week with her mother, Mrs. Gustia Neff.

Mr. Jimmie Mole and niece of Michigan spent the latter part of the week with his sister, Mrs. Rose Kalb.

Mr. and Mrs. George Gross and Charles Gross were in Cleveland on Thursday.

John April and Ernest Dill were in Elyria Tuesday on business.

Many here are having the mumps.

John Hugh Dowdell and Randolph Pfeiffer were in Cleveland Monday on business.

Miss Marie Armbruster of Elyria is visiting relatives here.

Hazel Meyers has been ill.

Weymouth

Miss Laura Williams, daughter of Mr. and Mrs. Paul Williams, and Glenn Woolbridge of Medina, were quietly married last Thursday. They took a wedding trip to Cleveland and will return to their new home on North Vine street, Medina. Their friends wish them much happiness.

Mr. and Mrs. Russell Baysinger of Maryland, spent their wedding trip with their uncle and aunt, Mr. and Mrs. Russell Baysinger.

Mr. and Mrs. Boyd Loughry, Mr. and Mrs. Savage, and Ross Fauver of Elyria, Mr. and Mrs. Mangol, and Will Fauver of Akron spent Sunday at E. Z. Worden's.

Miss Lucy Walters of Spencer spent the week-end with Mrs. Inez Bartholomew.

Miss Lestia Wiener of Homer spent a few days this week with her sister, Mrs. Wendell Thompson.

The Children's Day exercises will be held at the church Sunday evening, June 19.

Mr. and Mrs. L. W. Roberts, Jr., and family of Medina visited Sunday at Perry Andrews'.

Mrs. Mary French and daughter Ruth of Lakewood attended the graduation exercises of Arthur French at Columbus this week.

Poe

The Ladies of the church will meet on Thursday, June 23, with Mrs. Porter for an all-day quilting.

Born to Lester Johnson and wife a boy on Saturday morning.

Children's Day exercises will be at the preaching hour next Sunday morning.

S. H. Hoddinott and family spent Sunday in Akron at the home of E. H. Bowman.

A lively ball game was played on Saturday afternoon by the married and unmarried men of the Grange. The married men beat.

Miss Bernice Rogers returned from Kent Normal on Friday after spending a year in preparatory work.

We congratulate the Sentinel on the fine idea of publishing the S. S. lessons each week. (Thank you—Ed.)

Goodman's Corners

Lucile Ritchie is home from Columbus.

Mrs. Amy Morton has moved back to her home on the town line.

The Free Methodists held Sunday school in the school house last Sunday. Not a very large attendance.

Mrs. Rena Ritchie was a guest at Mrs. Bessie Hurd's at Hinckley Tuesday.

Helen Sliva from Cleveland is staying at Mr. Marecak's.

Mrs. Blanche Warner from Bennett's Corners called at A. R. Clement Monday morning.

Slow.

"He seems a little slow."
"Who?"
"The fellow who will be claiming to have gone to school with Harding. So far he hasn't announced himself."

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WILLYS-KNIGHT—NEW PRICES

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Coupe.....	\$2,550
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